MORRIS BROWN
COLLEGE

#THEHARDRESET

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PRESIDENT
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MBC Priorities in 2022

*Governance (increased shared governance)

*Full Accreditation/ Financial Aid (continued yearly reporting, data collection, improvement, audits, and increasing academic profile)

*Financial Stability (Seeking multi-million-dollar gifts, more Board involvement, new revenue streams, State support, grant funding, etc.)

*Students/ Student Experience/Enrollment Growth (student life, activities, retention rate improvement)

*Significantly increase academic profile (Fully staff academic leadership/other critical staff within next 60 days; improve all academic divisions and programs)

Set Approved MBC Programs

- Certificate in Nonprofit Management (24 credit hours)

- Certificate in Entrepreneurship (24 credit hours)

- Certificate in Esports Performance (24 credit hours)

- BA in General Studies (120 credit hours)

- BS in Psychology (120 credit hours)

- BS in Organizational Management and Leadership (120 credit hours)

- BS in Global Management and Applied Leadership (120 credit hours)
  - Esports Performance concentration

- BS in Hospitality Management (120 credit hours)

- BA in Music (120 credit hours)
  - Vocal Performance concentration
  - Music Production concentration
  - Church Music concentration

GOALS 2022-2023

Funding

1. First multi-million-dollar gift/grant to MBC
2. Increase the number of alumni giving through auto-draft
3. Obtain first Title III funding award
4. Work to get Georgia law changed to match Federal language regarding accreditation- needed for dual enrollment/HOPE funding
5. Keep MBC debt free

Academics

1. Reimplement tenure track faculty and conduct relevant research
2. Scale academics/programming/services
3. Continue Enrollment Growth
4. Enhance Online programs/ Create fully 100% online degree program
5. Increase the number of written academic grants
6. Finalize Technical College System of Georgia feeder partnership
7. Implement and increase usage of Early Alert Program to identify students who need assistance

Partnerships

1. Rejoin United Negro College Fund
2. Rejoin Atlanta University Center Consortium
3. Partner with Achieve Atlanta for Atlanta Public School students to receive $5000 per year student scholarship to MBC
4. Strategically partner with corporations for employee tuition benefits to be used at MBC
5. Continue to build strategic partnerships
6. Gain Veteran Benefits to be used at MBC
7. Approval for International Students- F1Visa etc.

Campus Life

1. Create and implement MBC President Honors College
2. Enhance Student life- restore some/all Greek Fraternities/Sororities
3. Revive Chapel Services via online and/or in person
4. Build/ Restore Choir
5. Build Hilton Hotel
6. Continue to build strong team/employee culture

Community

1. Publicly promote and be a voice for TRACS accreditation
2. Scholarship- Write at least one-two publications per year
3. Provide monthly or bi-monthly campus updates via Official MBC communication platform
4. Provide leadership in the community and use my voice to speak on social/community issues

WHAT DOES MBC NEED?

Six strategic priorities identified in Strategic Plan

Support for:

1. **Institutional Sustainability:** keeping accreditation and developing sustainable resources that enable the achievement of the College's mission

2. **Strategic Enrollment Management:** by practicing effective enrollment management to optimize student access, retention, program completion and success through relevant programming, high-quality instruction, and comprehensive educational support services;

3. **Organizational Excellence:** through promoting an organizational culture that encourages excellence and success by developing and supporting individuals, teams, and processes that contribute to the effective and responsible management of teaching and learning, student success, human resources, facilities, services, and technology;

4. **A Market Responsive Institution with Innovative Academic Programs:** by strengthening existing market-relevant programs and developing workforce development, continuing education, and professional education programs to prepare its students with 21st century skills;

5. **Technology and Integrated Learning Space:** by strengthening our technology infrastructure to provide educational and workforce opportunities, improve student access and utilization, and advance the College's operational effectiveness;

6. **Maximizing Strategic Partnership Opportunities:** by expanding our brand, which is mission critical to ensure the success and sustainability of our institution, as strategic partnership opportunities are pivotal to increasing our visibility in the community and scaling reach and impact.

Morris Brown College is a member of the Transnational Association of Christian Colleges and Schools (TRACS) [15935 Forest Road, Forest, VA 24551; Telephone: (434) 525-9539; email: info@tracs.org], having been awarded Accredited Status as a Category II institution by the TRACS Accreditation Commission on April 26, 2022. This status is effective for a period of up to five years. TRACS is recognized by the United States Department of Education (ED), the Council for Higher Education Accreditation (CHEA), and the International Network for Quality Assurance Agencies in Higher Education (INQAAHE).

Because the United States Department of Education holds all accrediting agencies to the same standards, as of July 1, 2020, it no longer holds a distinction between regional and national accrediting agencies- both regional and national agencies are now known as institutional accrediting agencies.

HBCUs affiliated with TRACS

• Bennett College- NC	https://www.bennett.edu	Candidate
• Clinton College- SC	https://www.clintoncollege.edu	Accredited
• Morris Brown College-GA	https://morrisbrown.edu	Accredited
• Paine College-GA	https://paine.edu	Accredited
• Paul Quinn College-TX	https://pqc-edu	Accredited
• Shorter College-AR	http://www.shortercollege.edu	Accredited
• Virginia University of Lynchburg-VA	https://www.vul.edu/	Accredited